

FIG. 1

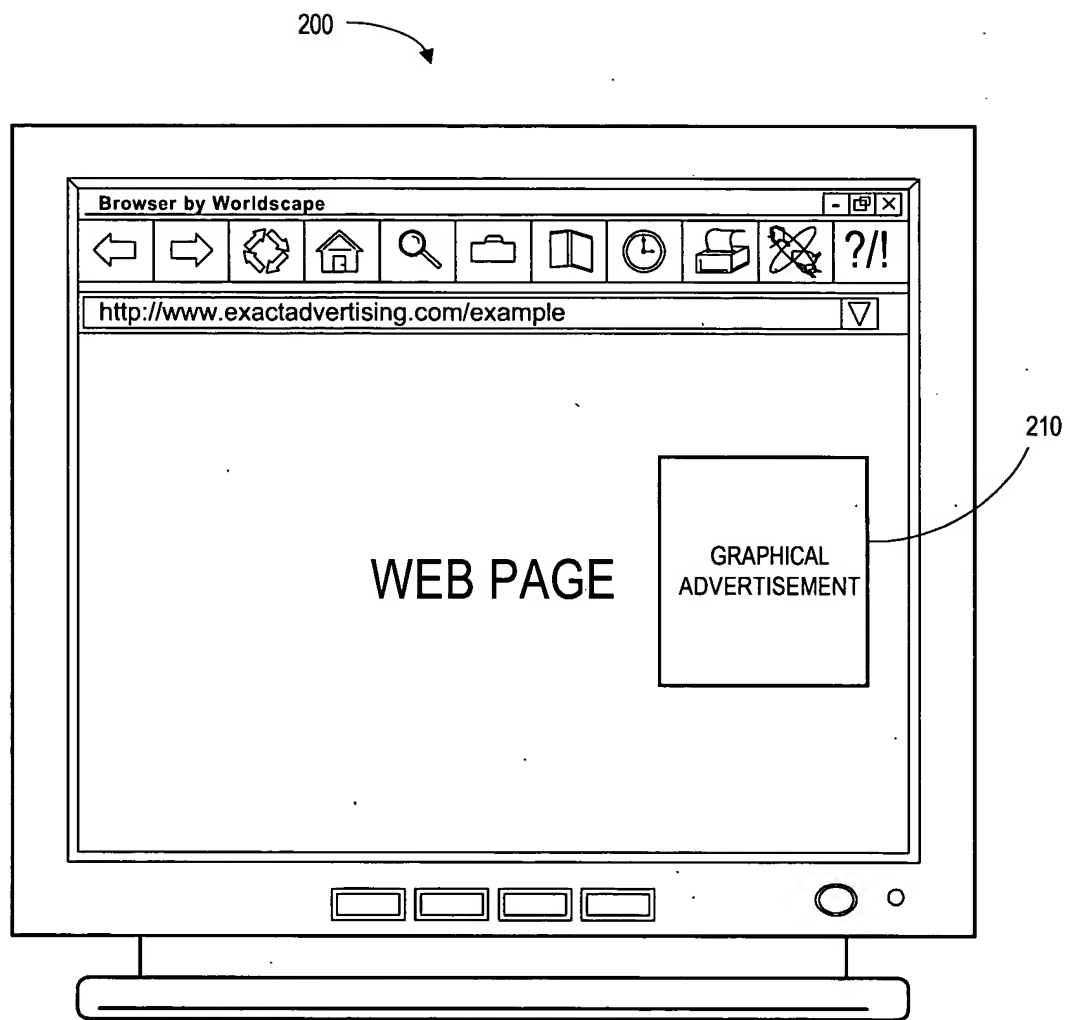


FIG. 2

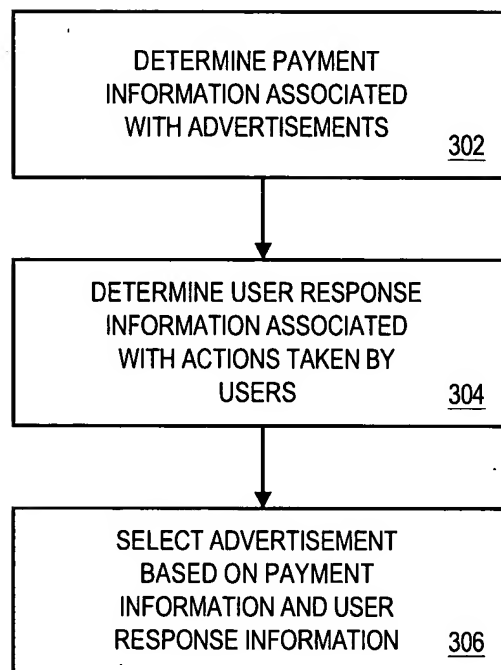



FIG. 3

400 —→

| ADVERTISER IDENTIFIER <u>402</u> | ADVERTISEMENT IDENTIFIER <u>404</u> | ADVERTISEMENT CONTENT <u>406</u> | COST-PER- CLICK <u>408</u> | CLICK- THROUGH- RATE <u>410</u> | RANKING INFORMATION <u>412</u> |
|--|---|-------------------------------------|----------------------------------|--|--------------------------------------|
| A101 | A101-01 | HTTP://WWW.ADSERV.COM/A1001 | .05 | .05 | RANK 2 (.0025) |
| A101 | A101-02 | A1002.BMP | .10 | .02 | RANK 3 (.0020) |
| A102 | A102-01 | HTTP://WWW.ADSERV.COM/A1001 | .10 | .03 | RANK 1 (.0030) |
| A102 | A102-02 | A1002.BMP | .15 | .01 | RANK 4 (.0015) |

FIG. 4

500 

| ADVERTISER IDENTIFIER 502 | ADVERTISEMENT IDENTIFIER 504 | ADVERTISEMENT CONTENT 506 | COST-PER- ACTION 508 | USER ACTION FREQUENCY 510 | RANKING INFORMATION 512 |
|---------------------------------|------------------------------------|------------------------------|----------------------------|---------------------------------|-------------------------------|
| A101 | A101-01 | HTTP://WWW.ADSERV.COM/A1001 | .75 PER REGISTRATION | .005 | CATEGORY 1 (3.75 CPM) |
| A101 | A101-02 | A1002.BMP | 1.25 PER PURCHASE | .001 | CATEGORY 2 (1.25 CPM) |
| A102 | A102-01 | HTTP://WWW.ADSERV.COM/A1001 | .50 PER SUBSCRIPTION | .002 | CATEGORY 2 (1.0 CPM) |
| A102 | A102-02 | A1002.BMP | .01 PER CLICK | .02 | CATEGORY 1 (2.0 CPM) |

FIG. 5

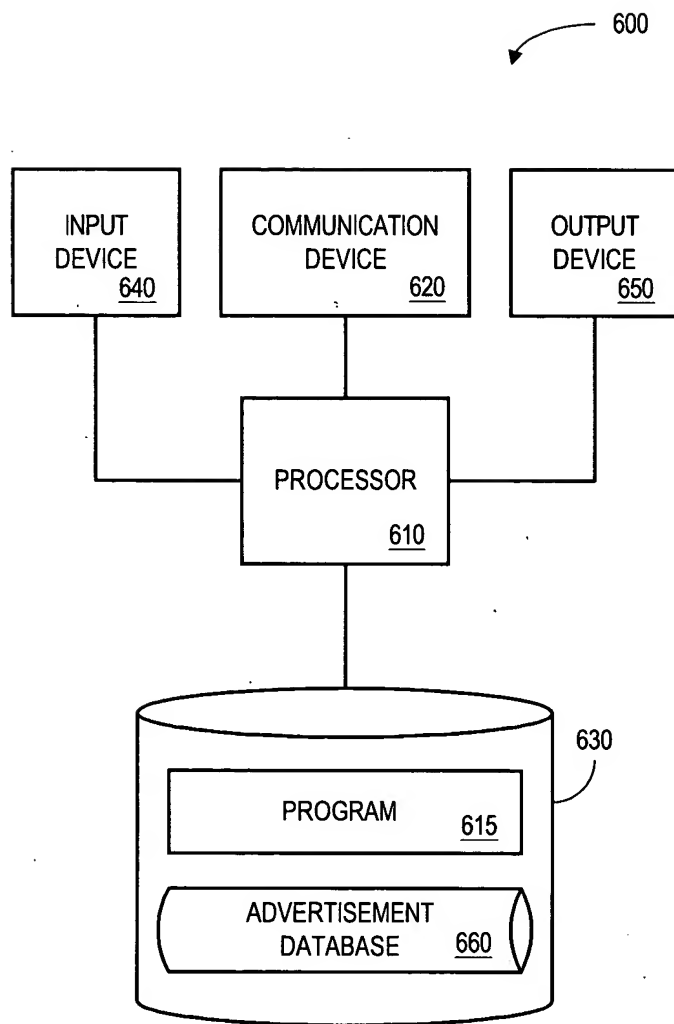
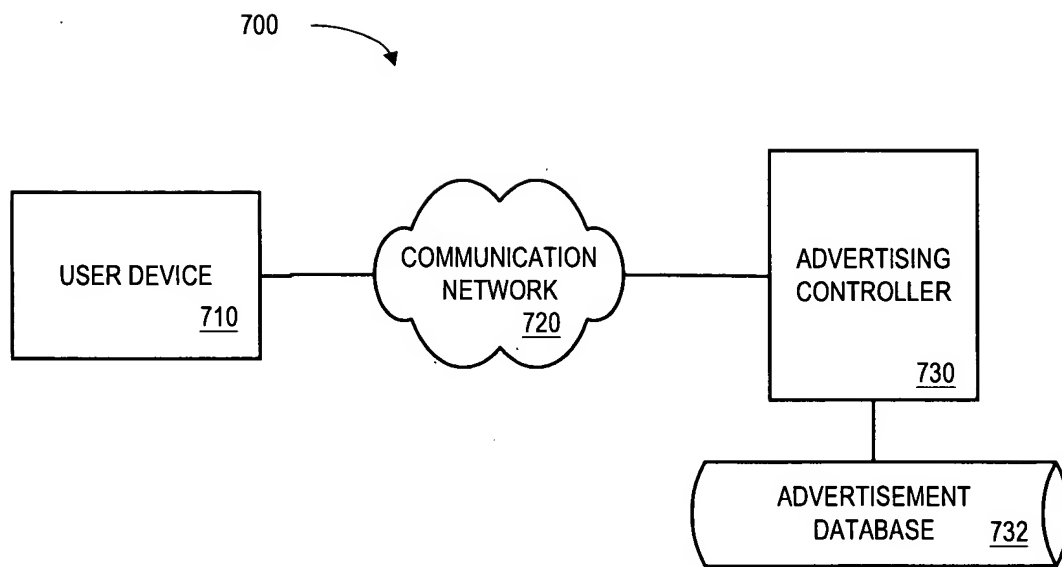


FIG. 6



ELECTRONICS (KW: ELECTRONICS):

ADVERTISEMENT 1
ADVERTISEMENT 2
ADVERTISEMENT 3

AUTOMOTIVE (KW: CARS, TIRES, AUTOMOBILES):

ADVERTISEMENT 4
ADVERTISEMENT 5
ADVERTISEMENT 6

FIG. 7

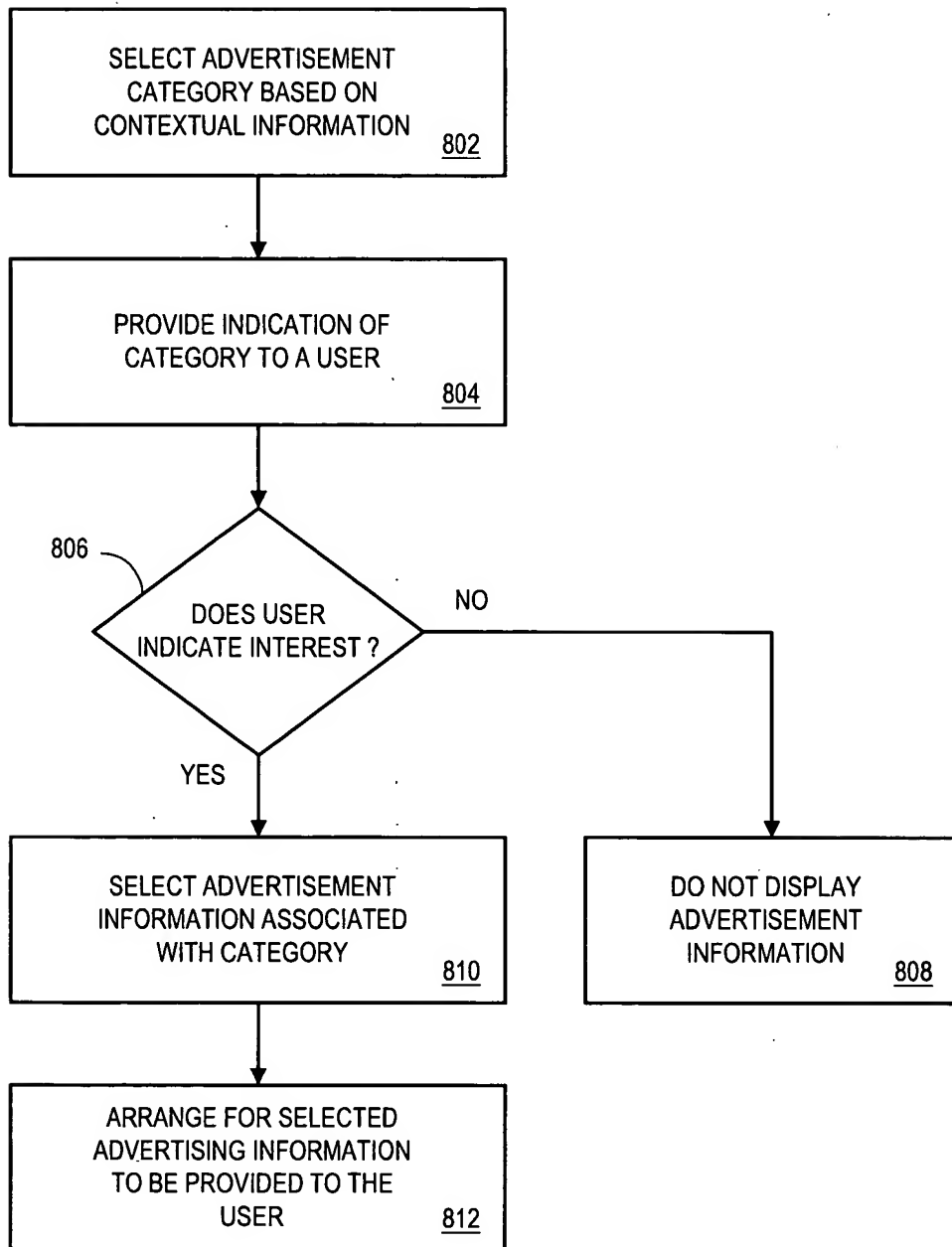


FIG. 8

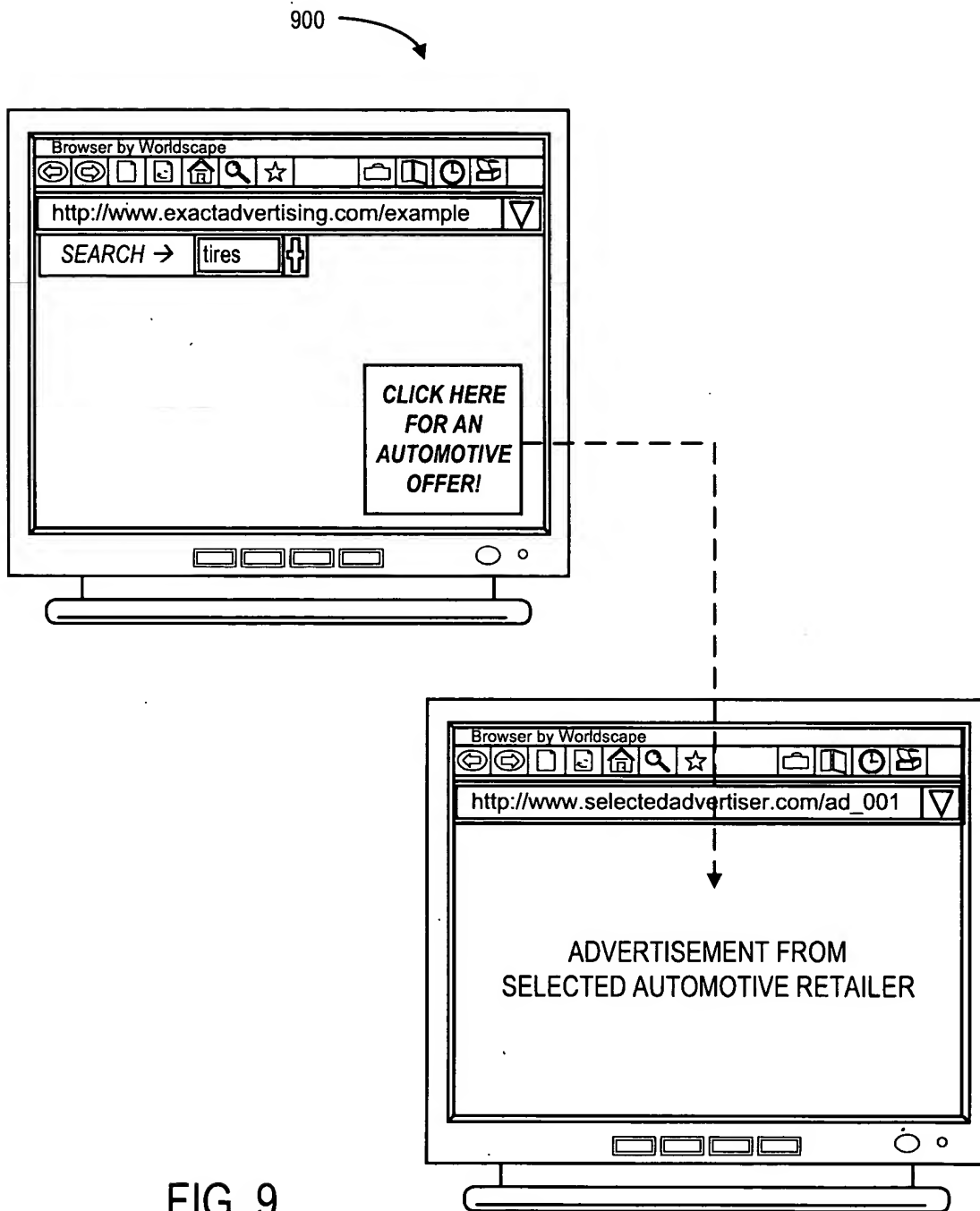


FIG. 9

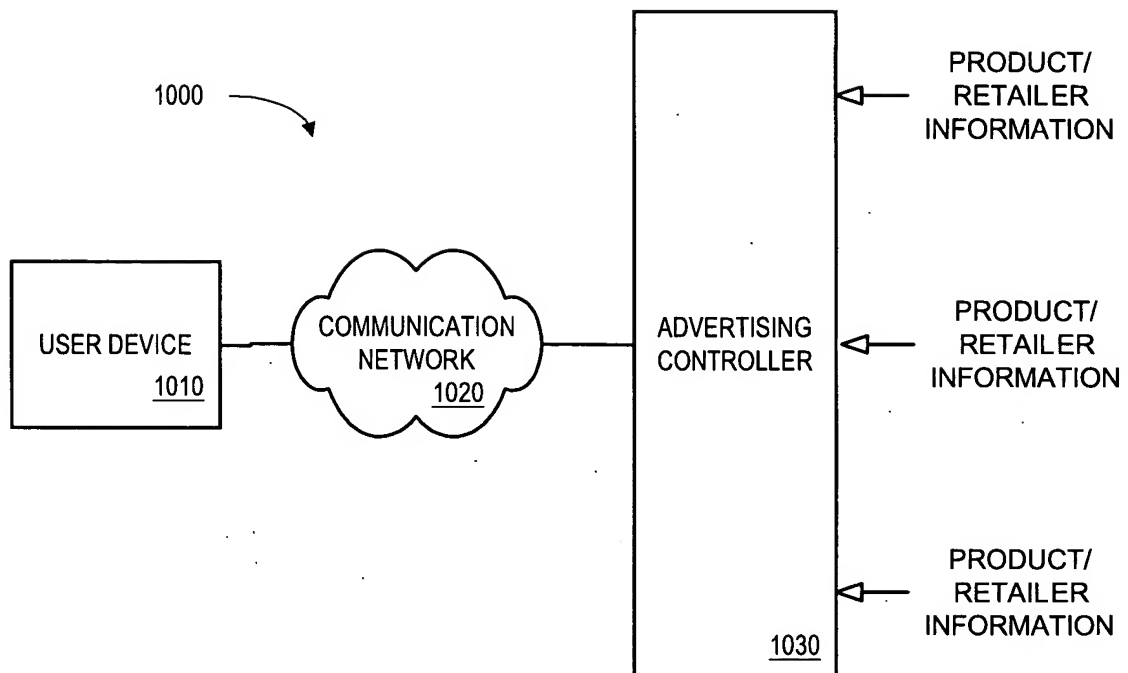


FIG. 10

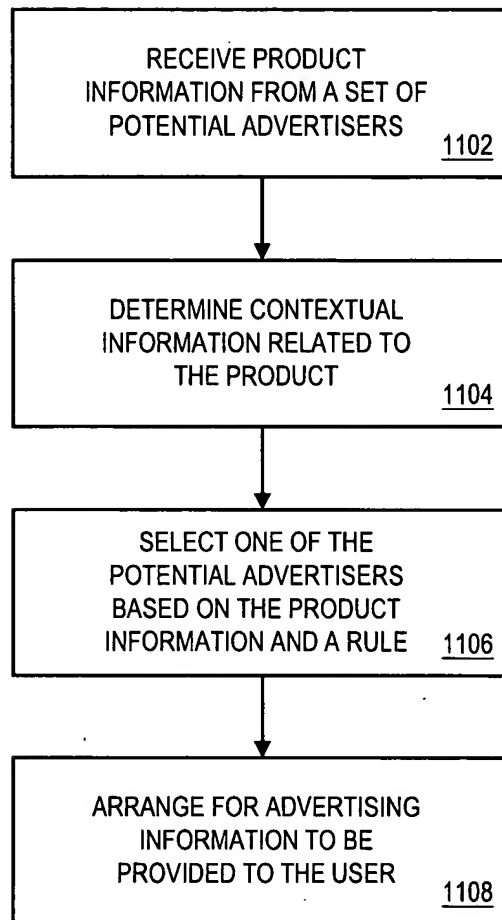


FIG. 11

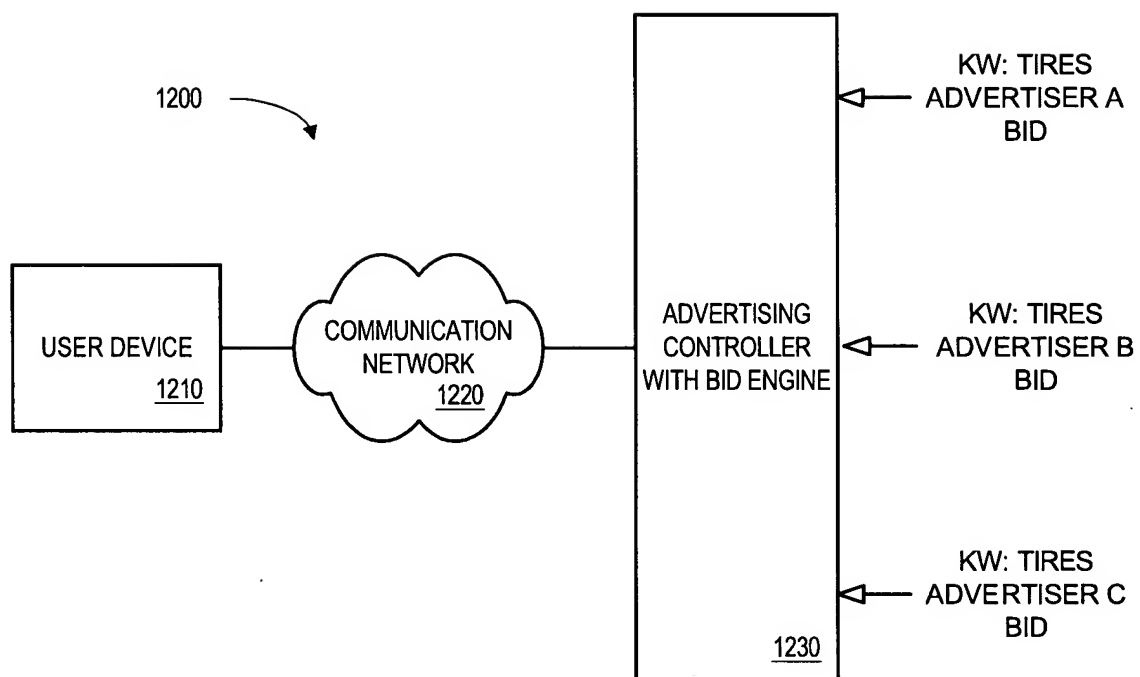


FIG. 12

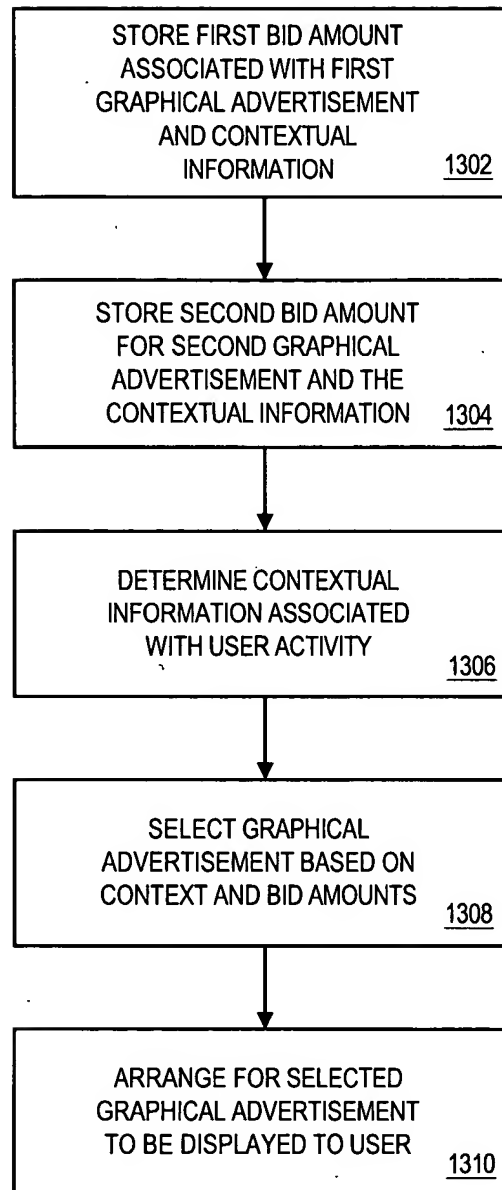


FIG. 13

1400 →

| ADVERTISER IDENTIFIER 1402 | ADVERTISEMENT IDENTIFIER 1404 | ADVERTISEMENT CONTENT 1406 | KEYWORD(S) 1408 | BID AMOUNT 1410 | RANKING INFORMATION 1412 |
|----------------------------------|-------------------------------------|-------------------------------|--------------------|--------------------|--------------------------------|
| A101 | A101-01 | HTTP://WWW.ADSERV.COM/A1001 | TIRES | .05 | 1 |
| A101 | A101-02 | A1002.BMP | TIRES | .02 | 3 |
| A102 | A102-01 | HTTP://WWW.ADSERV.COM/A1002 | TIRES | .03 | 2 |
| A103 | A103-01 | A1008.BMP | TIRES | .01 | 4 |
| A101 | A101-03 | A1042.BMP | TV, AUDIO | .02 | 2 |
| A104 | A104-01 | HTTP://WWW.ADSERV.COM/A1043 | TV, AUDIO | .03 | 1 |
| A105 | A105-01 | A1009.BMP | TV | .01 | 4 |

FIG. 14